Pizza_Sales_Analysis (SQL and Tableau)

By Mansi Patel

A. <u>**KPI**</u>

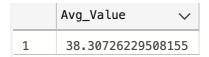
1. Total Revenue

SELECT SUM(total price) as Total Revenue from pizza sales

Results Messages Total_Revenue 1 817860.049999993

2. Average order price

SELECT SUM(total_price)/COUNT(DISTINCT order_id) as Avg_Value from pizza_sales



3. Total number of Pizza sold.

SELECT SUM(quantity) AS Total_Pizza_Sold from pizza_sales



4. Total number of orders

SELECT COUNT(DISTINCT order_id) AS Total_orders FROM pizza_sales

	Total_orders	~
1	21350	

B. EDA

Hourly Trend for Total Pizza Sold

SELECT DATEPART(HOUR, order_time) as order_hour, SUM(quantity) as Total_pizzas_sold FROM pizza_sales
GROUP BY DATEPART(HOUR, order_time)
ORDER BY DATEPART(HOUR, order_time)

	order_hour 🗸	Total_pizzas_sold 🗸
1	9	4
2	10	18
3	11	2728
4	12	6776
5	13	6413
6	14	3613
7	15	3216
8	16	4239
9	17	5211
10	18	5417
11	19	4406
12	20	3534
13	21	2545
14	22	1386
15	23	68

Weekly Trend for Total Orders

```
DATEPART(ISO_WEEK, order_date) AS week_number,
YEAR(order_date) AS Order_Year,
COUNT(DISTINCT order_id) AS Total_orders
FROM
pizza_sales
GROUP BY
DATEPART(ISO_WEEK, order_date),
YEAR(order_date)
ORDER BY
YEAR(order_date),
DATEPART(ISO_WEEK, order_date);
```

	week_number 🗸	Order_Year 🗸	Total_orders 🗸
1	1	2015	254
2	2	2015	427
3	3	2015	400
4	4	2015	415
5	5	2015	436
6	6	2015	422
7	7	2015	423
8	8	2015	393
9	9	2015	409
10	10	2015	420
11	11	2015	404
12	12	2015	416
13	13	2015	427
14	14	2015	433
15	15	2015	408

Sales Percentage by Pizza Category

```
SELECT pizza_category, sum(total_price) as Total_Sales, sum(total_price) * 100/ (SELECT sum(total_price) from pizza_sales) AS PCT from pizza_sales

GROUP BY Pizza_category
```

	pizza_category 🗸	Total_Sales ∨	PCT ~
1	Classic	220053.1000000001	26.9059602556699
2	Chicken	195919.5	23.955137556847493
3	Veggie	193690.45000000298	23.682590927384783
4	Supreme	208196.99999999822	25.45631126009884

Percentage by Pizza Size

```
SELECT pizza_size, CAST(sum(total_price) AS DECIMAL(10,2))as Total_Sales, CAST(sum(total_price) * 100/

(SELECT sum(total_price) from pizza_sales) AS DECIMAL (10,2)) AS PCT from pizza_sales

GROUP BY pizza_size
Order By PCT
```

	pizza_size ✓	Total_Sales 🗸	PCT 🗸
1	XXL	1006.60	0.12
2	XL	14076.00	1.72
3	S	178076.50	21.77
4	М	249382.25	30.49
5	L	375318.70	45.89

C. Top 5 best seller (Revenue)

SELECT TOP 5 pizza_name, SUM(total_price) AS Total_revenue FROM pizza_sales GROUP BY pizza_name

Order BY Total_revenue DESC

	pizza_name	Total_revenue 🗸
1	The Thai Chicken Pizza	43434.25
2	The Barbecue Chicken Pizza	42768
3	The California Chicken Pizza	41409.5
4	The Classic Deluxe Pizza	38180.5
5	The Spicy Italian Pizza	34831.25

D. Bottom 5 seller (Revenue)

SELECT TOP 5 pizza_name, SUM(total_price) AS Total_revenue FROM pizza_sales GROUP BY pizza_name

Order BY Total_revenue ASC

	pizza_name	Total_revenue ✓
1	The Brie Carre Pizza	11588.4999999999
2	The Green Garden Pizza	13955.75
3	The Spinach Supreme Pizza	15277.75
4	The Mediterranean Pizza	15360.5
5	The Spinach Pesto Pizza	15596